

Fence Industry



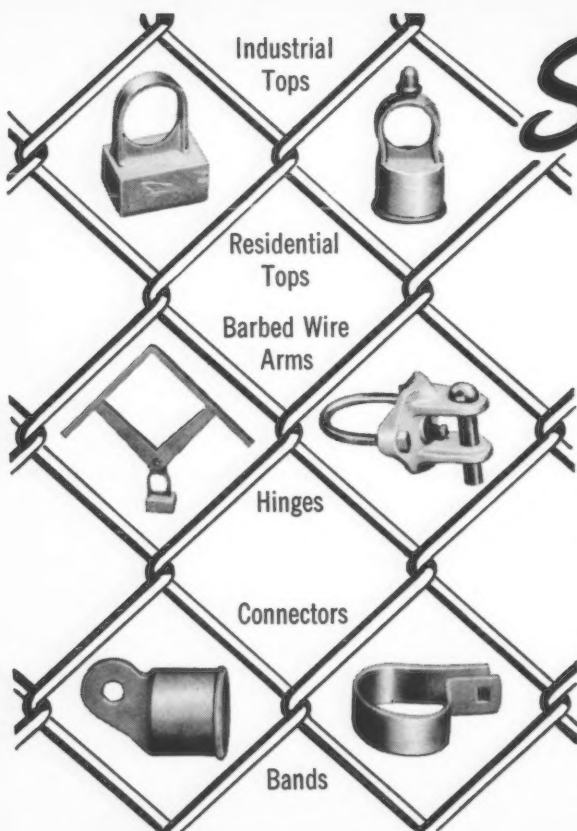
TRADE NEWS

MAY, 1960

The Journal for All Fence Erectors and Suppliers

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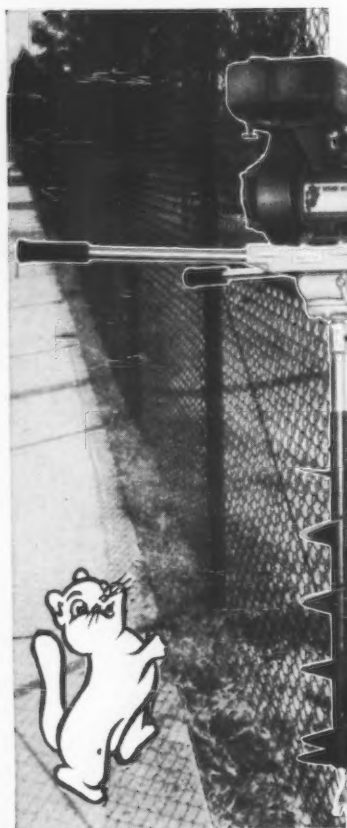
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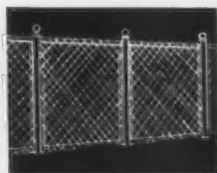
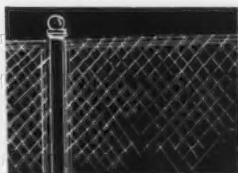
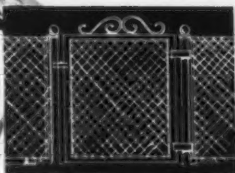


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The Journal of all Fencing and Erecting

CONTENTS

FEATURES

Fiberglass Basket Weave Fence

Made of strips of flat fiberglass, basket weave fence is framed by handsomely styled grouping of wood posts and rails, mounted on rock wall. See story on page 11 of this issue.—Photo courtesy of Filon Plastics Corp., Hawthorne, California.

Cover

How To Ask for the Order

Ted Pollock 7

Specialized Highway Fence Job

Paul B. Harder 15

PRODUCTS

Market for Fiberglass Fencing

11

Fence Service Aids

19

DEPARTMENTS

Guest Editorial

J. S. Seidman 2

Business Trends

4

Information—News Notices of Importance

20

Awards—Projects—Proposals

21

Classified Notices

23

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Closing date for all advertising and editorial matter is the 1st of the month preceding the date of issue. Omissions or errors appearing as a result of receipt of late copy cannot be construed as the fault of the publishers, nor can proofs be furnished on late copy subject to revisions or corrections.

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FENCE INDUSTRY Trade News, May 1960, © Ellison Publications, Inc., (Executive and Editorial office) 127 N. Dearborn Street, Chicago 2, Illinois, U.S.A. Edward H. Ellison, President; R. Ellison, Secretary.

ADVERTISING: Refer all advertising, send all cuts, copy and illustrated material attention Advertising Dept., Fence Industry, Room 1341, 127 N. Dearborn St., Chicago 2, Illinois.—Telephones: RAndolph 6-2119 or 6-2120.

EDITORIAL: Manuscripts, photos, drawings and other materials submitted for editorial consideration are sent at contributors own risk. Return postage should be included otherwise contributed material will not be returned.

CLOSING DATE for advertising for each issue is the first of the month preceding date of issue. DIRECTORY ISSUE: Published annually, closes October 15th, in circulation approx. December 15th.

SUBSCRIPTION RATES: United States, U.S. Possessions and Canada: Single Copy 60¢—One year \$5.00—Two years \$8.00 (Canada, add 50¢ to annual subscription for special handling.) Foreign: One year \$6.50—Payable in U.S. funds.

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Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send Form 3579 to FENCE INDUSTRY, 127 N. Dearborn St., Chicago 2, Illinois.

Tax Overhaul Needed

GUEST EDITORIAL

By J. S. Seidman

President, American Institute of Certified Public Accountants

Unless we have a revolution in our tax laws, we are in for a revolution by our tax payers. We must either correct, or we are bound to kick over, any system where taxes instead of common sense run our lives. Yet, today, good judgment takes a back seat to taxes in deciding things like where we live, what we do with our money, what we say in our wills. Four things are out of gear: rates are too high; there are too many "loopholes"; the law is too complicated; and enforcement is not complete.

Regardless of which party wins the November elections, lower tax rates are likely to be legislated next year to apply on 1962 incomes. Congress senses that if rates do not come down, a torrent of public criticism will. At a starter, rates are likely to be slashed almost 20 percent across the board. The present brackets for individuals of 20 to 91 percent will then run from 15 to 75 percent. Companies will probably not fare as well. The present 30 and 52 percent rates are likely to become 28 and 50 percent.

What are called "loopholes" are often Congress' way of apologizing for the high tax rates. To cite one instance, the quest for capital gain with its 25 percent top tax has become a national pastime more popular than baseball. It is natural for all taxpayers to want to make capital gains out of their salaries, dividends, and royalties because Congress has permitted just that to be done for a few taxpayers.

Congress will have to solve some other deeply disturbing tax problems. For example, two people earning the same total amount over the same period of years often end up paying widely different taxes. A man on a regular salary of \$20,000 a year for five years pays a much lower tax on his \$100,000 than a business pioneer who goes through a four-year barren period and makes a \$100,000 killing the fifth year. The cure for this, long advocated by the American Institute of Certified Public Accountants and others, is some sort of averaging out of income over a period of years, instead of figuring on the year-by-year earnings.

Averaging income over a period of years would cure many ills. It, too, could eliminate the need for the favored capital gains tax. The basic idea behind capital gains is that no one should be taxed in one year for the profits that have been developing over a longer period. Averaging recognizes this principle and lets the taxpayer spread his capital gains over a longer period than a year. With averaging, the complicated loss carry-over would go, too. As it stands now, it's nothing but an involved system of averaging losses. A single system of averaging both profits and losses would streamline the tax law and relieve taxpayer discontent.

On the enforcement side, a taxpayer who is put through his paces by government audit feels he is persecuted unless he can be assured that all other taxpayers are made to toe the mark too. No such assurance is experienced today. Out of 60 million returns filed, only 2½ million are examined, and those examinations vary widely in intensity and result. Lagging enforcement brings bulging evasion.

However, no matter which way we cut it, our tax bill will be large because there are large domestic and world problems. High taxes are bearable if they are equitable, understandable, and enforceable. The present tax law runs afoul of these requirements.

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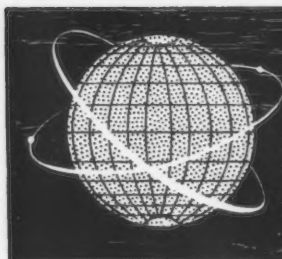


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BUSINESS TRENDS

Bulletin

It was a late start this year for the fencing industry. Both manufacturers and dealers report that the spring boom began almost a month later than usual. Weather conditions throughout most of the country were unseasonably severe all through March. An East coast dealer said: "Due to the blizzards and snowstorms March has been a real 'bust.' Very few inquiries and orders, and no fence erection possible." Even many of the Southern states were affected by the weather conditions, and things got going late down there too.

More intense work in April and May—that's the way another Eastern dealer summed it up. And this is the report all around the country, from both manufacturers and dealers. A Midwest manufacturer says the usual March activity was entirely missing this year, but in late March and April the orders poured in heavily, and shipments to dealers are continuing strong. From all around the nation come reports now that business is humming.

The general employment condition in March was similar to that in the fence industry, and for the same reason—the unusually cold weather and heavy snowfalls in large areas of the country. Instead of showing the customary March increase, total employment edged down by a quarter of a million, to 64.3 million. Unemployment increased by nearly 300,000, to 4.2 million between February and March. A large part of the rise in unemployment occurred among outdoor workers, says the U.S. department of Labor. The March storms also had an effect on hours of work in a number of industries, among them fencing. An estimated 2.2 million regular full-time workers were reduced to part-time during this unseasonal weather.

Greater volume, shorter profits may be a continuing trend in business generally to meet competition. There are some signs that a number of large manufacturers (DuPont, Revere Copper for example) are trimming prices, partly to meet foreign competition. But the Cost of Living Index continues at or near record-high levels, indicating that more prices are on the upswing than on the downgrade. By and large, optimism for the economy is still in the ascendancy, mainly because of the projections of population growth.

The population gain from 1953-59, for example, was 16 million, or 11 percent. The civilian labor force grew by about six million, or 9.5 percent. Total personal income, after tax payment, showed a 21 percent gain; spending by individuals increased in about the same proportion.

Between now and 1970, the labor force is expected to increase from about 73.5 million workers to 87 million—this is the prediction of Under Secretary of Labor, James T. O'Connell, in a recent speech before the California Institute of Technology. He points out that "we get a real surprise when we see what kinds of people are going to be making up the huge labor force: just about one out of every two of them will be young people under 25 years of age; another two out of five will be over 45 years of age; only 13 percent will be between 25 and 34, and there will be an actual decline in the number of working people in the prime age bracket of 35 to 44." This means, he believes, a breakdown of the business taboo against hiring workers of 45 and over.

People are living longer—this is common knowledge. But here is an interesting fact: "Of all the people who have reached the age of 65 since the dawn of history, 25 percent of them are alive now. You pause to see where the catch is. There isn't any." Comment by Norman P. Mason, the U.S. Housing Administrator.

The increase in the U.S. business population has been continuous since 1939, and has been at a higher rate than the increase in human population. For the first half of fiscal 1960, the number of businesses in the country totaled 4,684,000, a growth of 81,000 during 1959. Since the start of its financial assistance program in 1953, the Small Business Administration has approved 18,271 business loans for \$856,304,000, and 8,936 disaster loans for \$94,521,000.

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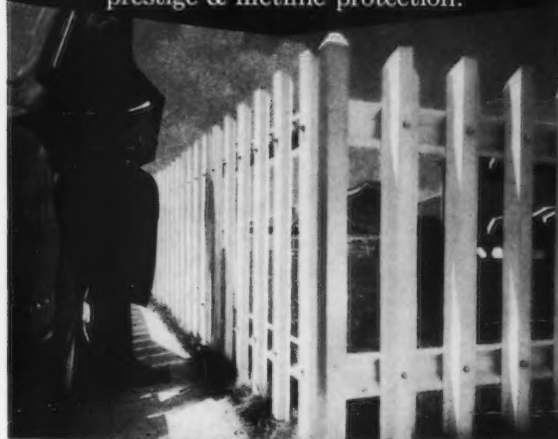
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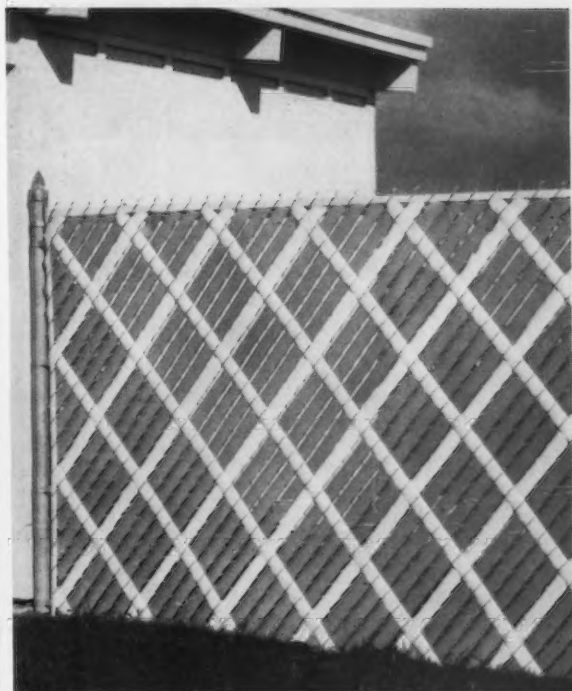
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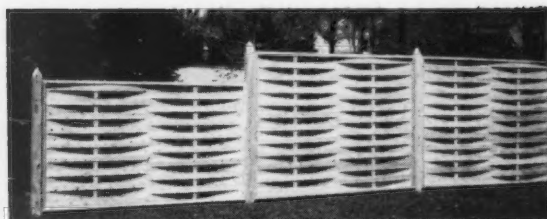
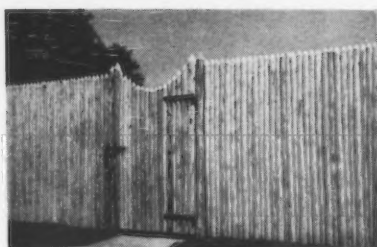
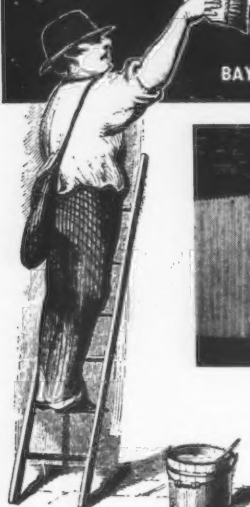
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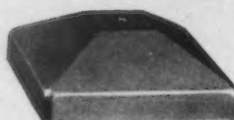
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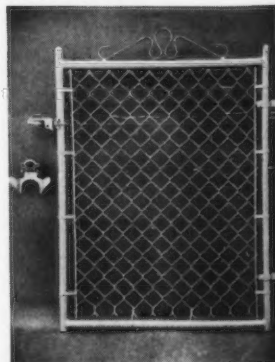
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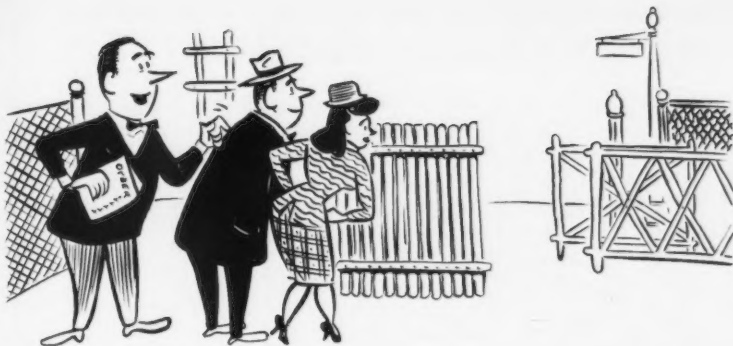
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By
Ted Pollock

How To Ask For The Order—And Get It!

For some strange reason, many salesmen—who can present a flawless case for their products and calmly overcome the toughest of objections—suddenly flounder at the point of pay-off: asking for what the prospect knows perfectly well they are there to get—the order.

Yet, by common consent, asking for the order is the logical wind-up of everything that has preceded it, from locating the prospect to giving the demonstration. In a business sense, it is the salesman's sole justification for existing. Until he actually rings up a sale, he has not begun to earn his keep. And since few prospects volunteer their orders, the salesman seldom rings up a sale without asking for it.

But it is one thing to ask for the order, quite another to ask in a way that gets it.

Of the many tactics used to make effectual requests for the order, these are the runaway favorites:

The Assumptive Technique

The principle behind this approach is a sound one: people are subject to a psychological "law of inertia." At rest, they tend to stay at rest.

Translated into selling terms, this means that it is easier to get tacit approval of your proposition from a prospect than a verbalized "Yes."

Nor does this "tacit approval" need be so obvious as an affirmative nod of the head. Frequently, it is simply the *absence* of a clear-cut "No."

In practice, it works this way: you, the salesman, do or say something that the prospect must undo or deny. If he fails to act, you *assume* his approval and take the next step toward getting his signature on the order.

For example, you sell fences. A prospect has shown interest in your line but makes no move to buy. You have asked enough questions to determine his needs and decide to ask for the order through the Assumptive Technique.

So you say, "With your home's architecture, you'll undoubtedly want a picket fence."

If he doesn't contradict you, you assume his agreement with your suggestion—and continue.



"For the sake of those lively youngsters of yours, I imagine the back yard will be included too."

If he still remains silent, you work your way through several such specifics. As his tacit approval builds up, you take the next big step—entering the specifics on your order blank. Unless he cries, "Whoa!" you've asked for the order and obtained his consent. This is because you have done something that the prospect must stop you from doing. You have put the "law of inertia" to work for you.

Or, you're in your prospect's office. You have—via the Assumptive Technique—narrowed down the fence you hope to sell him. You have discussed materials, size, design, quantity. You are ready for the big plunge, asking for the order.

"I'm almost positive we can install this by the fifteenth," you begin. "But to make sure, I'd like to check with our warehouse. May I use your telephone?"

If the prospect doesn't object to your making the call, you're in.

"It's a good idea to introduce your order blank early in the game," adds Robert M. Parsons, sales representative for Anaconda Aluminum Co. "That way, you condition your prospect to the sight of it and let him

Continued on Page 9

THE OTHER SIDE OF INERTIA

If people who are at rest tend to stay at rest, it is equally true that people who are moved tend to stay in motion.

For the salesman, this means an additional technique for getting a prospect to commit himself. Instead of relying on his lack of action to take him

a step closer to signing on the dotted line, try getting him to do something that may be interpreted as approval of your proposition. For example,

- "Would you be good enough to ask your plant guard to come in and examine this sample himself?"
- "If you'll get me those figures, I can give you an estimate."
- "Could you find out where the installation would be made?"

If he does what you ask, uncup your pen. It won't be long.





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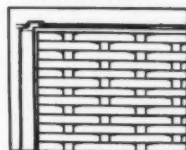
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HOW TO ASK FOR THE ORDER—from Page 7

know that filling it out is a logical part of your presentation. If you wait until the end of your presentation to produce it, though, it can have a jarring effect, as if you were saying, 'Now I'm going to see if you'll buy.' In a subtle way, the order blank—taken out shortly after you arrive—implies, 'When you've heard what you stand to gain by signing up for this product, you'll be wanting me.' It's a symbol of the salesman's confidence."

The important thing to remember about "inertial selling" is this: people, like electricity, take the course of least resistance. Do something that they must stop you from doing and the odds are—they won't.

If they *really* aren't ready to buy, they'll let you know soon enough. But if they are merely hesitant or a little unsure of themselves, you can do them—and yourself—a king-sized favor by harnessing the "law of inertia."

The "Happy Dilemma" Technique

First cousin to the Assumptive Technique, this approach also takes for granted that the prospect is going to buy. But instead of depending on his *silent* approval, the "Happy Dilemma" Technique actively encourages his vocal participation.

The salesman simply provides the prospect with a choice of two alternatives, either one of which commits him to buy:

"Would you prefer the 12-month plan—or the 18-month one?"

"Will you want it installed this month—or next?"

"Would you want them shipped here—or to your Portland plant?"

No matter which alternative the prospect chooses, each expression of preference moves him perceptibly closer to the ultimate goal—a purchase. Having made a series of *minor* decisions, his confidence in himself mounts until he realizes that—in effect—he has made the *major* decision—to buy.

It only remains to transfer his choices to your order form.

The Pre-Written Order

Also related to the Assumptive Technique, this highly imaginative, immensely effective approach asks for the order in a bold—yet subtle—way.

The salesman comes to the prospect armed with nothing less than an order form that is already filled out. He must, of course, be prepared to explain how he determined the size and make-up of the order, but if his reasoning is sound and he avoids any appearance of highhandedness, he stands an excellent chance of landing the order in record time.



... Customers vocal participation



... Pre-written order nails prospect

Salesmen for one fence firm, for example, often call on their customers with a pre-written order which they introduce in this way: "Mr. Jones, I've made a careful study of your home and lot and taken into consideration the ways in which you like to spend your leisure time. Here's a fence that I think will meet your requirements. How does it look to you?"

"The salesman should always invite his customers to pass judgment on a pre-written order," advises the firm's sales manager. "Otherwise, he risks giving the impression of trying to bulldoze his way to a sale. No customer is going to stand for that."

"But if you keep a pre-written order realistic and offer the customer an opportunity to amend it, you accomplish two things. You gain his confidence in any future suggestions you may make and you give him the feeling that he has collaborated on the order. He accepts it as *his* decision, *his* order."

"Even if he does make some changes, you walk out with what you came for—the order."

Properly handled, the pre-written order provides the salesman with a unique opportunity to be of service to his customers and prospects. It can help the indecisive man to make up his mind, increase his profits, save time all around:

But the salesman who chooses to use the pre-written order as an order-asking device must be prepared to assume the responsibilities that go along with it. He must

- Know what his customer needs.
- Be prepared to defend his recommendations.
- Be willing to shoulder the blame, should those recommendations backfire.

The Deadline Is—Now!

If you give a man a reason for buying immediately that is compelling, plausible and believable, he will give you the order.

That is the working hypothesis behind this technique. By creating a sense of urgency, a climate of "Now-or-Never," you dispose of the many minor—often picayune—considerations that plague the wavering prospect and confront him instead with bedrock basic alternatives—either he buys now or forfeits the opportunity to buy—for a time, at least.

Because this approach must have a solid basis in fact and because its unskillful use can smack of high pressure selling, it should be used with extreme caution. Used honestly and with discretion, however, it can be a most effective order-getter.

Some examples of the Deadline-Is-Now Technique: "We only have five in stock. How many would you want?"

"We don't usually have so many models available. It shouldn't be hard to find the right one for you."

"This offer is good only for three more days. Don't you think it would be to your advantage to order now?"



... Beat the deadline, on price, on availability, on styles in stock.

Continued on Page 10

HOW TO ASK FOR THE ORDER—from Page 9

A sales representative sums up the technique in this way: "No one likes to lose money—or an opportunity. The trick in using this method successfully is to establish beyond a shadow of a doubt that the prospect will be doing just that if he doesn't act at once.

"But the salesman must be 100 per cent on the level. You can fool a customer just once. If you can't offer a *legitimate* reason for immediate action, don't offer any at all. There are other ways to ask for the order."

Ask For It

There are occasions when it doesn't pay to be too ingenious in requesting the order. Time may be limited. The prospect may not nibble at your subtler bait. For one reason or another, the situation may call for direct action.



The straightforward request for the order, made immediately . . .

Under those circumstances, many salesmen have found the best way to ask for the order. "All I need is your okay on this form" has probably gotten more orders signed than any other technique in—or out—of the book. It offers two outstanding advantages. It can flow smoothly from a presentation. It is an unequivocal request for action by the prospect, not subject to misinterpretation.

One sales manager has discovered a minor variation of this technique that has proven most resultful.

"After a brief summary of the benefits of my proposition," he explains, "I'll say, 'Mr. Miller, we've done a lot of talking. You've indicated interest. Now I'm asking you for my order.'"

"That simple phrase, 'my order,' seems to get under a prospect's skin. The reason, I think, is that I manage to generate a certain empathy between us during my presentation. Consequently, the prospect finds himself in a position where he must be actively opposed to what I'm selling in order to say no. Perhaps, too, 'my order' suggests my strong belief that I *deserve* to get it.

"One thing I know. The straightforward request for an order, made immediately after a recapitulation of benefits, can mean a 10 per cent increase in sales—or better.

"It doesn't take a mathematician to see how that can mean thousands of extra dollars to the salesman."

Which is just about the most persuasive argument you'll ever hear for a selling technique.

EDITOR'S NOTE: In an earlier issue, author Ted Pollack discussed the necessity for distinguishing between a feature and a benefit. The good salesman, he said, translates the features of a product into language the customer can understand; the salesman talks about features in terms of customer benefits—the psychology of "what's-in-it-for-me." If you are not a regular subscriber to this magazine, you may be missing this and many other fine features.



Part of the permanent display of fencing at the Country Gentlemen's Association in London. Full descriptions and specifications for all the styles exhibited is available to prospective buyers.

Permanent Fence Display In England

The Country Gentlemen's Association Ltd., 54-62 Regent St., London, W.1, England has probably supplied and erected more fencing than any other organization in the country, and its services are made available to its members for all types of fencing.

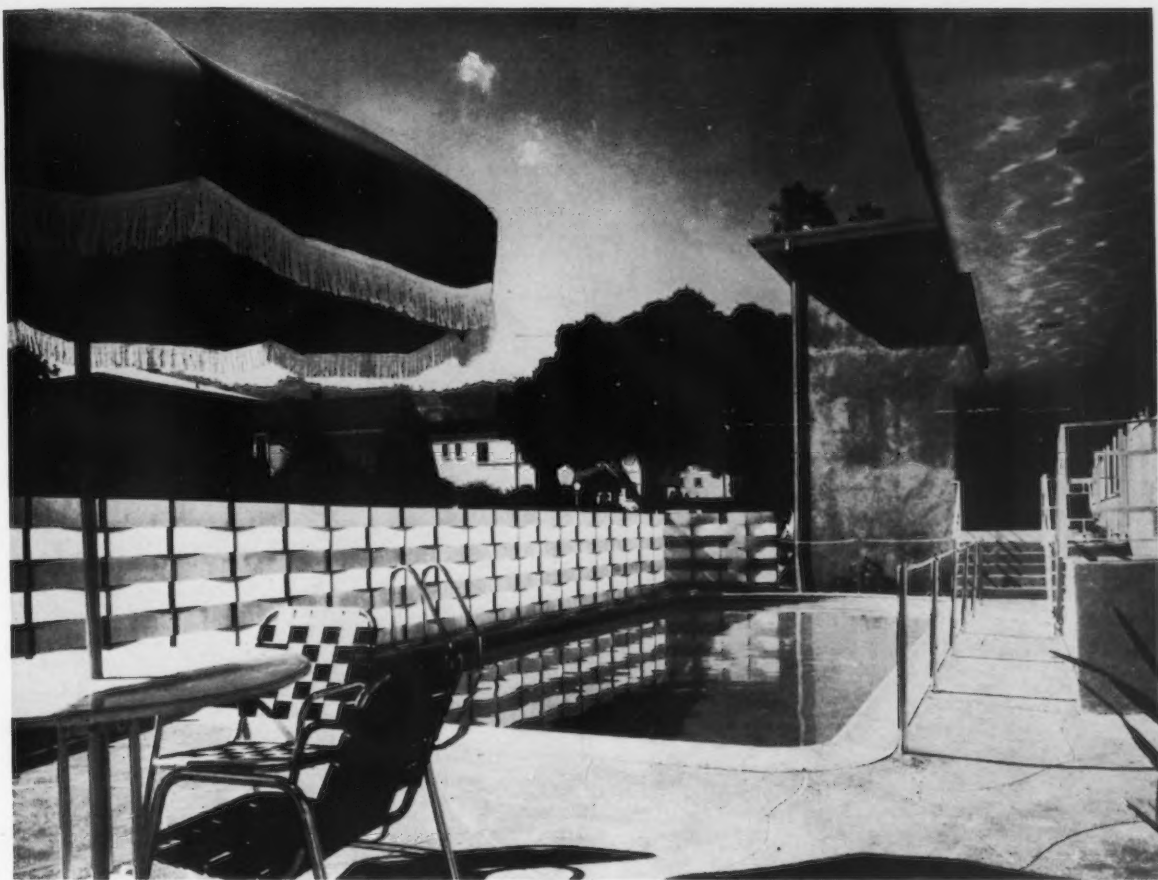
Realizing that it is difficult to choose fencing even from particulars furnished by suppliers and manufacturers, the CGA decided to erect a permanent fencing display in the grounds of their Letchworth, England offices, where a great number of designs and types of fencing can be seen erected. This fencing display shows the most sought after or popular types and styles of gates suitable for each fencing unit.

The display features fifty types of fence and units suitable for farm, garden and residential use. Fence on display includes "Corstag" Dropper, in numerous patterns; "Corax" post and wire and Dropper Fencing; "Corstag" Deer Fence; Galvanized chain link from 3' to 6'; Plastic Coated chain link in colors, 4'6"x2" mesh and 12½ gauge; Galvanized wire netting, sheep netting, woven wire cattle netting, pig netting; Tubular fencing and gates; Post and galvanized wire; Post and Rail; Cleft Chestnut fence; Interwoven, Lap-Weave, Trellis, Hurdles, Tree-Guards, to name a few.

The Country Gentlemen's Association considers that this display is of unique and practical interest for those interested in fencing their property or even the backyard. "A primary point to consider," says the CGA, "is to choose the proper fence for the job through the expert advice available" at the time of the purchase, in order to effect considerable savings.



Another view of this unique exhibit of fences, a permanent display sponsored by CGA. Fifty different stylings and types are on view.



An attractive setting—made private by the use of a basket weave fence. Flat panel fiberglass, in color, is woven in strips between metal posts.

Expanding market for Fiberglass fencing

The popularity of fiberglass as a fence and panel material is spreading rapidly in the industry, it has learned in a recent survey. Over 10 percent of the dealers and builder-erectors queried report using the material as a fence product line, compared to 2 percent a year ago—an increase of 400 percent in one year. A total of 17% of our dealers now report using fiberglass for varied applications including fencing.

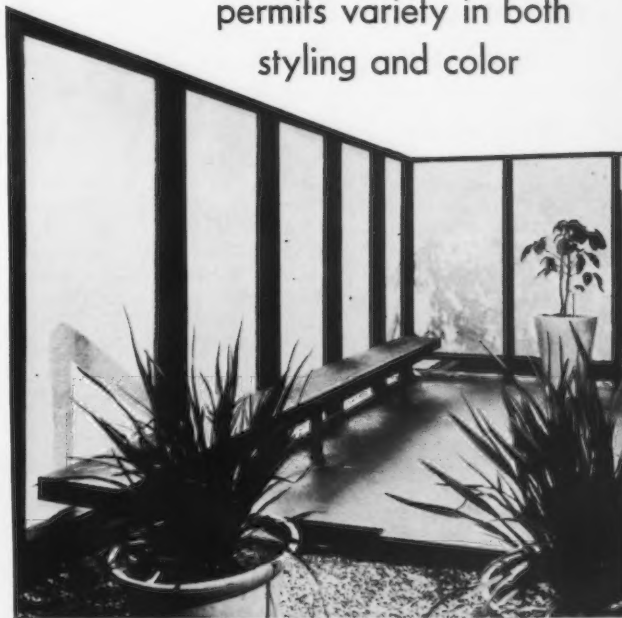
A translucent reinforced plastic fiberglass comes in a variety of colors ranging from brilliant tones to soft pastels and white that give it considerable eye-appeal to the ultimate customer. The material has a clear, clean beauty and elegance that harmonizes perfectly with modern trends in building design, and provides a number of highly saleable practical features as well. Add the product's tremendous versatility, and a truly vast potential market unfolds.

So far, fiberglass has been used primarily in residential construction, but it has wide applications in industrial and commercial building as well.

In residential building and decorating, fiberglass has been used for patio roofs, sun porches, awnings, canopies, carports, interior and exterior partitions, skylights, overhangs, room dividers, windbreaks, fences, pool enclosures, cabanas, equipment and storage rooms, garage doors, movable shoji screens, luminous ceilings, breezeways, greenhouses, shower doors, and tub enclosures.

MORE—NEXT PAGE

permits variety in both styling and color



Weather-resistant flat fiberglass panels are here effectively employed as an enclosure for entry court. This photo, and all others used in this feature, are supplied by Filon Plastics, and are examples of "Filon" plastic panels, which have many applications in fencing.



In this modern-looking outdoor setting, still another fencing design is utilized. Installation of a fence of this kind is facilitated by fact that Filon panels are available in widths up to 60" and

in rolls up to 100 ft. long. Where panels need to be joined together, closure strips (aluminum, wood, rubber) are available. They can be attached to the fiberglass with special adhesives.

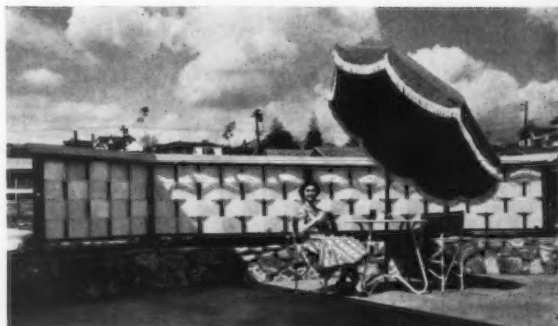
EXPANDING MARKET FOR FIBERGLASS—from Page 11

One of the most distinctive features of fiberglass is that its transmission of light can be controlled, or determined, to suit the customer's taste. *Filon*, for example, will transmit 10 percent to 84 percent of the visible light rays, depending on the choice of color. The material diffuses the light and eliminates glare, creating pleasant shade and visual comfort without darkening adjacent areas.

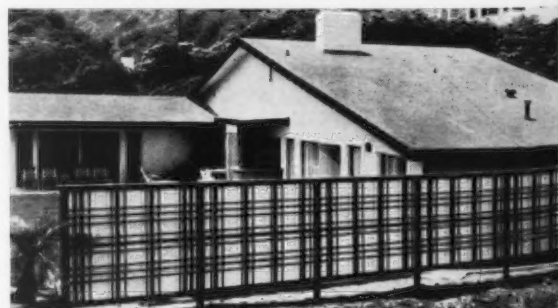
Filon Plastics Corp. makes flat fiberglass panels in widths up to 60 inches and in all standard lengths, as well as in rolls of up to 100 feet. Their corrugated panels are produced in widths up to 51½ inches and in standard lengths of 4, 5, 6, 8, 10, and 12 feet. However, since the company uses a patented continuous-process production line, it can produce special panels of any desired length, "limited only by practical limitations of handling", according to David S. Perry, Filon's president. The panels are trimmed and cut to exact finish sizes by an automatic wet cutting process with diamond saws, imparting clean smooth edges and practically guaranteeing perfect nesting with other roofing and siding materials.

Fiberglass panels are made of plastic reinforced with fiberglass, resin, and other chemicals, which may vary slightly from manufacturer to manufacturer. *Filon* alone combines glass fibers, polyester resins, nylon strands and color pigments. Its fiberglass is first treated with a compound called "Silane" which increases the bond between the glass fibers and the resin. This in turn increases the product's resistance to moisture and corrosive materials such as salt water.

MORE—NEXT PAGE



Above, another basket weave style fence, made of strips of flat fiberglass, and framed by a simple but handsomely styled grouping of wood posts and rails, mounted on a rock garden type of wall.



Contemporary style shoji fence utilizes decorative wood strips with flat panel fiberglass. Among advantages of fiberglass fencing: choice of color, style, and the amount of light transmitted.



Left, flat fiberglass panels used as eye-catching window wall, giving effect of an extended room, beyond the confines of the house and into the outdoors. Note the fiberglass covering on patio roof.



Above, the flat-panel fiberglass fence as seen from outside, looking toward house. This is an example of how fencing can create privacy, with splashes of color and effective design. High percentage of light is transmitted through fiberglass, giving muted color tones.

EXPANDING MARKET FOR FIBERGLASS—from Page 12

Manufacturers have also found an industrial market for skylighting, sidelighting, glazing, partitions, canopies, and dock covers. Commercial applications include office partitions, canopies, awnings, translucent sign and display facings, commercial greenhouses, luminous dropped ceilings, restroom partitions, balcony railings, counter and bar fronts, display and exhibit booths, fencing, carports, and outdoor enclosures.

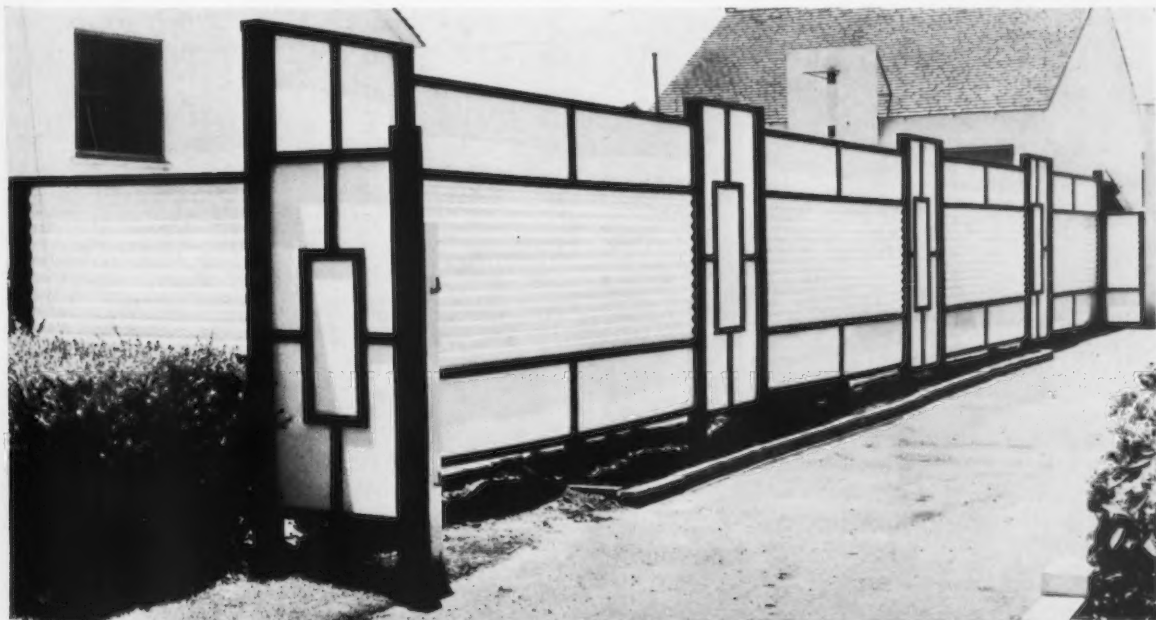
Fiberglass has also found its way onto the farms in making animal shelters, tool and equipment sheds, poultry houses, barn doors, glazing, skylighting, and sidelighting.

Fiberglass panels are also incorporated into the production of other manufactured products such as garage doors, hollow core curtain walls, sandwich and honeycomb core panels, shower doors, prefabricated awnings, knock-down patio-carport kits, modular partitions, truck and trailer linings, signs, and displays, as well as fencing units.

Fiberglass is light and easily stored in the builder's yard or warehouse. Because of its high strength-to-weight ratio, it is ideal for using in combination with other materials such as aluminum, wood, plastic forms, and honeycomb cores to form unlimited new structural and decorative products. The uniformity of the *Filon* product, we find, insures perfect nesting with other roofing and siding materials.

Because of its lightness, fiberglass is easy to handle, and requires only a minimum of supporting framework. The Filon Plastics Corp. of Hawthorne, California, for example, says that its fiberglass product, *Filon*, has twice the tensile strength of most metals of comparable thickness, and far exceeds most building code and loading strength requirements. The company says its panels will not shrink, warp, buckle or sag, and are easy to saw, nail, and drill with ordinary tools. Shatterproof and weather resistant, they resist mild acids, salt water, and extremes of temperature, and make an excellent firewall. At least 850 degrees is required to burn *Filon*, the company says, and embers, cigarettes, and sparks do not faze it. Filon's fire retardant panels made for special applications have an Underwriters Laboratory rating of 55 to 75, and carry the Factory Mutual Label of Approval.

MORE—NEXT PAGE



Distinctive and colorful designs in fencing are obtained through use of both flat and corrugated panels, as in fence above. Combined

with the tasteful use and arrangement of wooden frames which hold the panels, the fence becomes a truly distinctive one.



Here is fencing that is a combination of corrugated fiberglass panels, metal frame, and metal top rail. Use of colors in the fiberglass make it possible to obtain gayly colorful setting for swimming pool.

The rapid spread of fiberglass in recent years is graphically illustrated by Filon Plastics Corp.'s brief history. The company was founded under the name of Plexolite Corp. only nine years ago, September 1951, in Los Angeles. A year later the company merged with Calhoun Shorts of Bellevue, Washington, who had developed a pilot installation for a continuous manufacturing process. The following year, 1953, the company changed its name to Filon Plastics Corp., and moved into a plant of 30,000 square feet, or triple the space required for their original 10,000-foot plant. At this time *Filon* installed the first fully operating continuous automatic line for the mass production of fiberglass and nylon-reinforced plastic building panels.

Just four years later, in 1957, the company found itself again cramped for space, despite the fact that the plant was operating on a 24-hour-a-day basis five days a week. Ground was broken in May, 1959, on a nine-acre site at Hawthorne, California for a new \$2,000,000 plant to provide 72,000 square feet of space for manufacturing, central warehousing, research, and as national headquarters. The new building was completed December, 1959, and is said to be the largest plant in the world devoted exclusively to production of fiberglass panels.



An outdoor enclosure showing dual-style fencing, using corrugated panels. Column-like effect (with panels set at slant) allows for summer breezes. When drawn together, circular enclosure offers privacy.

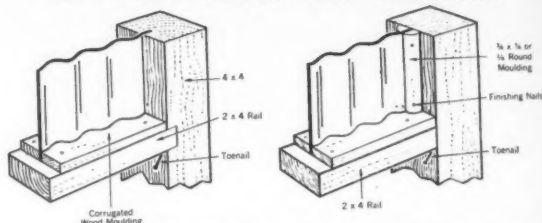
In addition to this impressive home office and plant, the 10-year-old company also maintains warehouses for immediate delivery by more than 160 regional distributors and jobbers. Their product, *Filon*, is sold to the ultimate customer through more than 20,000 lumber and building materials dealers from coast to coast in

the U. S. and Canada, and in many foreign countries.

Such a spectacular expansion in only ten years graphically illustrates the growing popularity of fiberglass in general as well as *Filon* in particular. Contractors and fence erectors who add fiberglass to their lines should keep in mind the wide range of prospects when they are making plans for their sales canvassing. The beauty and utility of the material recommends it to architects, engineers, designers, and interior decorators as well as builders and building contractors in residential, commercial, and industrial expansion. Manufacturers of finished products such as sandwich panels and shower doors are also prospects, along with home modernization and improvement do-it-yourselfers.

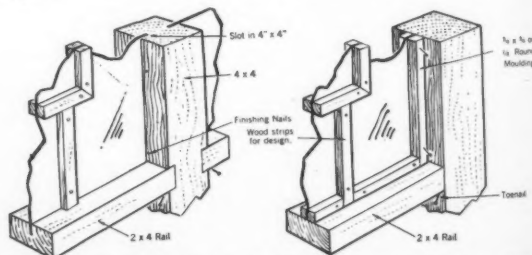
FENCE INDUSTRY will be happy to provide a list of fiberglass manufacturers to readers who write in requesting it. Filon Plastics Corp. maintains 11 sales and service offices around the country. Their home offices can be contacted simply by writing to Filon Plastics Corp., 333 N. Van Ness Ave., Hawthorne, Calif. Their manufacturing process has also been made available under a licensing agreement to Brazil, France, West Germany, Great Britain, Italy and Japan.

HOW TO BUILD FIBERGLASS FENCE: THREE DESIGNS



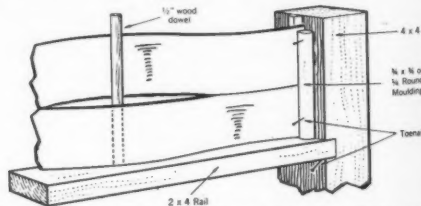
BUILDING WITH CORRUGATED FIBERGLASS. Fig. 1-A, left, slot a 4" x 4" post to hold a 2" x 4" rail; secure post to rail by toenailing. Cut 1/8" x 1/2" deep slot in post to hold straight line of the panel. Secure corrugated ends of panel on both sides with corrugated wood stops. Fasten panel in place on all sides by toenailing with finishing nails.

Fig. 1-B, right, secure 2" x 4" rail to 4" x 4" post by toenailing. Nail 3/4" x 3/4" wood strips or 1/4" round mouldings to the post to form a 1/8" track which will hold the straight side of panel. Secure corrugated ends of panel on both sides with corrugated wood stops. Fasten the panel in place on all sides by toenailing with finishing nails.



BUILDING WITH FLAT FIBERGLASS. Fig. 2-A, left, slot a 4" x 4" post to hold a 2" x 4" rail. Secure rail to post by toenailing. Cut a 1/8" x 1/2" deep slot in both post and rail. These tracks will hold flat panel. Fasten panels in place on all sides by toenailing with finishing nails. To create design within a panel, simply nail strips of wood back-to-back in desired position. Drawings and instructions courtesy Filon Plastics.

Fig. 2-B, right, secure 2" x 4" rail to 4" x 4" post by toenailing. With 3/4" x 3/4" wood strips, secure panels to post and rails. Fasten panels in place on all sides by toenailing with finishing nails. To create design, nail strips of wood back to back.



BUILDING A FIBERGLASS BASKET WEAVE FENCE. Fig. 3, above: use 10" flat strips which can be cut from standard 30" wide fiberglass flat panel. Interweave between 1/2" wood dowels spaced 1" apart. Fasten the ends into the 1/8" x 1/2" slotted groove in the posts and use 3/4" round moulding for additional strength. Use two flat head screws to fasten each 10" strip to the dowel. For a unique effect, use alternating colors of strips.



Three reels of $\frac{3}{4}$ " steel cable, used to reinforce chain link fabric, are strung simultaneously from slow-moving truck.

Big Specialized Fence Job Erected on Los Angeles Freeway

Chain link fence with steel cables proves best for preventing head-on highway crashes. On-the-spot report by Paul B. Harder

An unusual fencing job of perhaps far-reaching significance has been erected in California. It concerns the installation of nine miles of specially designed median-strip fencing on one of the heavily traveled freeways in Los Angeles. The \$322,000 contract was awarded to the construction firm of Milleman & Sooy, of Redlands, Calif.

Now completed, the job is attracting widespread attention from both fence dealers and highway officials. Here is why. A series of tests was made by the California State Division of Highways. Purpose of the tests: to establish which of 15 different barrier designs was best capable of reducing the injury and death rate in head-on freeway collisions. Actual driving conditions were simulated by using a dummy driver in a remote radio-controlled test car which, in some tests, hit the barrier at 60 mph. from a 30 degree angle.

In this series of laboratory-controlled crash tests, which barrier types were found to most effectively achieve this purpose?

Best of all is a five-foot high cable and chain link fence, used where the freeway median strip is at least 12 feet wide, and so designed that $\frac{3}{4}$ " steel cables will hold the vehicle on the median, while the vehicle is slowed down by the chain link fabric and steel posts. Acting as a sort of resilient trapping device, the fabric and post installation permits high-speed automobiles to be brought to a stop gradually, thus minimizing the probability of injury to its occupants.

Second best is a 31" high wooden and metal beam barrier, used where the freeway median strip is narrower than 12 feet. While this installation does not hold the vehicles on the median strip, it prevents them from entering the oncoming lane, and also returns the vehicle to its former lane at an angle not too great to preclude evasion by following cars.

Special Problems Encountered

The successful bid of \$322,000 by Milleman & Sooy included \$59,000 for 16,850 feet of the cable chain link structure; \$24,000 for the 4,150 feet of single beam barrier; and \$239,000 for the 26,200 feet of double beam barrier. The bid was considerably lower than the estimated cost of this type of barrier: \$5 per lineal foot for cable-chain link; \$11 per foot for wooden-metal beam.

Job specifications called for the use of American-made materials throughout, and completion of the entire job within 90 working days.

It was not surprising that traffic conditions presented Milleman & Sooy's superintendent, L. J. Grey, with his biggest difficulties. With a traffic count of as high as 15,000 cars an hour, Grey was allowed to close only one lane of traffic at a time, and for no more than one mile in length. This seriously limited job organization efforts and also presented unending difficulties connected with material supply.

MORE—NEXT PAGE



This is what the chain link-cable reinforced fence looks like. Once the chain link fabric is in place, $\frac{3}{4}$ " steel cables are secured to posts with U-bolts. See other photos in story for pictures of cable.

Many of these problems he and his 17-man crew had to live with. Others were eased or eliminated through the use of modified equipment and accurate job preparation.

How Post Hole Problems Were Solved

Job superintendent Grey states that a specially modified series 601 Ford tractor with a Danuser digger was largely responsible for the fast installation work.

Modifications on the tractor included the reversal of the driver's seat, steering wheel, and all controls so the operator could operate the unit normally while facing to the rear, in digging position. Two hydraulic rams secured to an overhead modified A frame were added to the Danuser unit and tractor so that pressure could be applied to the auger, thereby speeding the hole-digging. Power for the hydraulic unit is provided by a pump mounted on the front of the tractor, and operator controls are conveniently placed adjacent to the seat.

The amount of hand finishing on these augered holes was reduced to virtually nothing by the addition of geared cranks that the operator used to plumb the auger, irrespective of the pitch of the median strip on which the tractor rode. These geared cranks controlling the side angle were installed between the fixed piston of the hydraulic rams and its supporting frame. The adjustments could be made by the operator without leaving the operator's seat.

To eliminate difficulties encountered with conduit, pipes, and large rocks, the output end of the PTO

was fitted with an auxiliary reverse gear that enabled the operator to instantly reverse the auger.

How well these modifications worked out can best be judged by noting the unit's production. The 16" x 42" holes on 6'3" centers for the wooden posts of the metal beam barrier were dug at the rate of three every two minutes. The 8" x 31" holes on 8' centers used for the chain link posts were dug at the rate of four per minute. Most important, these holes were plumb and usually required no hand finishing.

How the Cable-Chain Link Was Installed

The five-foot high chain link was made up of 48" galvanized knuckled chain link fabric, hung 9" above the median strip on $2\frac{1}{4}$ " x 4.1 lb. H section galvanized fence posts set on 8' centers. One of the three cables running the length of the fencing was strung along the bottom of the fabric 9" above the ground. The other two $\frac{3}{4}$ " cables were installed on either side



A series 601 Ford tractor with reversed controls, tailor-made for this job. Danuser assembly, attached to two hydraulic rams and plumbing gears, is boring four holes 31" x 8" every 60 seconds. A quick reverse on the output end of the PTO enables operator to quickly back out of hole if he encounters pipes, conduit, etc.



With assistance of two hydraulic rams, this specially modified Ford tractor with Danuser digger makes 16" x 41" hole every 40 seconds.

of the fence 30" above the ground. Both the fabric and cables were secured to the posts by two U bolts that span the cables on each post. The top of the fabric is secured to a tension wire with hog rings every two feet. The lower edge of the fabric is tied to the lower cable on 2' centers with nine gauge aluminum wire.

In describing fence design and installation procedures, highway officials explain that the single lower cable is so placed to allow one front wheel to carry over the cable, permitting the cable to work up under the axle and hold the vehicle on the median strip. The U bolt connections—the sole fastenings between cables, fabric, and posts—are tightened to 35 lbs. tension to permit "give" when the fence is rammed.

As in the case of the posts for the blocked out beam installation, a 100 ft. surveyor's chain was used to spot post centers. Here, however, the great precision demanded by the pre-cut and drilled beams and posts was not experienced (see below). After removal of the disk of blacktop, the power auger went to work.

Steel posts for the cable chain link fence were set a minimum of 130 to 150 at a time to provide fullest use of a five yard load of transit-mixed cement. Grey reports that a yard of cement would fill about 22 of the 8" x 31" deep holes for the steel posts. Every 15th or 20th post was carefully set and the intervening posts were "eye-balled" for center height.

In instances where the fencing was placed on bridges and overpasses, the median strip was excavated for a 24" wide reinforced concrete pad that ran the width and the depth of the median strip. The reinforcing steel grids were prefabricated in Milleman & Sooy's yard, and delivered to the job after excavations were made. After the grid was set, the fence posts were wired in place to the reinforcing steel and the concrete was poured. After vibration, the surface was hand troweled to the profile of the median strip.

Only after the posts were set was the 3/4" cable unwound from the 500 ft. reels mounted on the rear of a flat bed truck. As fast as the lengths of cable were made up into turnbuckles, a pickup truck with a specially built tension wire reel drove down the closed lane, leaving a single strand of tension wire for the top of the fence. As soon as the tension wire was tied to the tops of the posts, fabric was unrolled and hung. Last of all, the 3/4" cables were placed on the fence and secured with U bolts.

How the Wood-Metal Beam Was Installed

The 31" high single and double beam barriers constituting 30,000 feet of the nine mile contract is constructed of 8" x 8" creosoted fir posts at 6'3" centers, with an upper and lower steel rail running the length of the barrier. The lower rail is a 6" x 8.2 lb. channel bolted toe-in to the 8' x 8' posts, one foot above ground level. The upper beam is a corrugated steel guard railing with an "M" cross section. It is blocked out from the post by 8" x 8" creosoted fir blocks and, along with the blocks, held in place with a 3/4" bolt. All posts and the 12'6" long upper and lower rails were delivered to the job pre-cut and drilled.

MORE—NEXT PAGE



Cable anchors are set in 24" deep poured concrete block, at each end-terminal of cable-chain link fencing. Heavy type cable anchorage assembly maintains taut cables, which are held in position by U-bolts at spaced intervals. Turnbuckle assembly is designed to permit flexibility when fence is struck by fast-moving vehicle.



Tension wire reel, with steel cover removed, shows four 1" pipes, welded to bottom plate, that make up "core" for wire. The 2" hub is also welded to the bottom plate, while 1 1/2" pipe with keeper pin hole acts as axle, and is welded to cross channels for stability.



The free-riding steel plate (top cover off reel shown above) rides down on roll as wire is unrolled, keeping roll neat, free-running.

FREEWAY FENCING JOB—from Page 17

The template system, often used for accurate spacing of posts, was felt to be too inaccurate for a job allowing for only 1/4" variation per post. A 100 ft. surveyor's chain with yellow bands every 6'3" was used instead.

With the chain stretched taut along the exact center of the median strip, a carpenter's square was used to scribe with yellow teal the exact center of the hole, as well as to offset points 12" and 24" out from the center of the post. Great care was taken during this procedure to make certain the chain did not move, and that all marks were made accurately and distinctly. A disk of blacktop slightly larger than the 16" diameter finished hole was removed to prevent damage to the surrounding blacktop area by action of the power auger.

Despite the almost unerring accuracy of the auger, a crew with a wooden offset, a plumb bob, and hand post hole digger followed the auger unit to make sure the post could be quickly centered by the erection crew. The wooden offset was placed along the teal mark, cross lines on the offset and the asphalt were matched up, and the bob lowered from the four points of the offset (simulating the four corners of the post) to check the hole.

As the posts were lowered into the 41" deep holes, care was taken to assure that they were perfectly centered with respect to the marks on the blacktop. After lightly backfilling with the removed soil, the posts were "eye-balled" for exact height. After backfilling and hand tamping were finished, the post was again checked with the offset mark, then 3" of blacktop was placed around the top of the post and finished off.

The splices and laps of the 12'6" rails were all located on the posts. All of them were made up on



After posts are accurately spotted with use of surveyor's chain, they are "eye-balled" to exact height, then backfilled with dirt.



Over 65,000 bolts went into metal beam fencing. Two impact wrenches were used to tighten the nuts. Wrenches were powered by Borg-Warner power supply which was hauled around in wheelbarrow.



When posts are set on existing structures, they are secured to a two-foot wide reinforcing steel grid that runs the width of median strip. Cement is vibrated, then troweled to the surface contour. After posts have been set, the 3/4" cable is strung from reels mounted on back of truck. See photo at beginning of this story.

the job as part of the fence erection operation. These splices and laps took in excess of 60,000 galvanized carriage bolts. Another 5,000 were used in securing the channel railing to the posts and blocks. All bolts were tightened with electric impact wrenches powered by a portable Borg-Warner Zeus generator that was rolled along the barrier in a wheelbarrow.

Though highway officials registered some early concern over the holding capacity of the dirt fill used around the posts, a timely accident bore out the belief that dirt was more than adequate. A car traveling at high speed skidded into a row of the posts temporarily held in place by untamped fill. Twelve of the 8" x 8" posts were sheared off cleanly at ground level. None were knocked from the holes.

FENCE

Service Aids

SUPPLIERS ARE INVITED TO SEND INFORMATION ABOUT THEIR NEW PRODUCTS OR SERVICES TO THE PRODUCTS EDITOR.

OWENS-CORNING FIBERGLAS "FLEXHEAD" NAIL. A new nail developed by the E. S. Products Co., Mamaroneck, N.Y., in co-operation with Owens-Corning, specifically for use with "Fiberglas" roof insulation, has a movable head, 1-3/16" in diameter, which rides down when pressure is applied and snaps back when pressure is released. The "Flex-head" nail available in two types may be used for wood or steel applications. For details write: FI-113, Owens-Corning Fiberglas Corp., Toledo 1, Ohio.



6000 POUND CAPACITY FORK TRUCK. Called the "Pacer" is available with either 10' standard or optional 7' lifting mast. An all-weather fork truck, it is claimed to go anywhere under extreme conditions; rough terrain, snow and mud or can be used as an in-plant vehicle. The "Pacer" is a front wheel drive and engineered so that the greater the load, the greater the traction under all conditions. For details write: FI-107, American Road Eqpt. Co., 4201 North 26th St., Omaha, Neb.

CIRCULAR SAW PLEXIGLAS SHIELD. A shatter resistant shield for circular saws to prevent accidents and claimed to be the only visual safety tool on the market that permits the operator to see while he saws at the same time. The guard protects the operators in such operations as mitering, cross cutting, compound mitering and in many other accident unguardable type of operations. For details write: FI-114, Brett-Guard Corporation, Englewood, N. J.



HEAVYWEIGHT PLASTIC GARDEN FIGURES. Two amusing garden figures made of thick weather resistant high impact plastic with realistic contours depicting a garden girl and a garden boy tending plants. The figures are molded in one piece, are finished in white with brilliant red contrasting decorative motif. Figures are 24" high and 12-1/2" wide. For details write: FI-110, Bernard Edward Co., 5252 S. Kolmar Ave., Chicago 32, Ill.



SAFETY GUARD KIT. Following a policy of manufacturing safer and more efficient accessories for radial-arm power tools this manufacturer has introduced a new safety guard kit, to be used in straight grinding, buffing and cup wheels from 4" to 6" in diameter. Safety kit consists of two guards and may be used in a variety of grinding and buffing operations. For details write: FI-106, De Walt Div., American Foundry & Machine Co., Lancaster, Pa.



NEW WASHER LINE. A line of washers commonly known as fender, plaster, canopy and ceiling type. Made of steel and zinc plated, washers have rounded edges for safety with perfectly centered holes and are of uniform thickness. 13 Sizes are available from 1/8" through 1/2" bolts, and vary from 9/64" ID and 5/8" OD to 17/32" ID and 1-1/2" OD. Washers are packed in cartons of 100. For details write: FI-103, Holub Industries, Inc., Sycamore, Ill.



HAGER TWISTER RESISTER. An improved tornado hinge that battled a 200 m. p. h. blow and came back "swinging" according to the makers. This strap hinge is particularly suited for large doors and gates, cyclone cellars and the like which may have to withstand heavy impacts or the forces of nature. The "Twister Resister" will keep gates and heavy doors from sagging and will not break off due to hinge failure. For details write: FI-112, C. Hager & Sons Hinge Co., 139 Victor St., St. Louis 4, Mo.



ELECTRIC CURRENT TESTER. Hand-operated tester makes contact with any current source—an outlet, appliance, switch, spark plug, ignition coil, etc. If current is "live," tester lights up; tests from 110 to 550 volts, AC or DC. FI-120, The Hahn Co., 2311 Fox Hills Dr., Los Angeles 64, Calif.

ALL-PURPOSE METAL CLEANER. Especially for aluminum, but also cleans, polishes, and provides protective coating for other metals including copper, brass, silver, gold, pewter, nickel, chrome, stainless steel. Maker claims will last for months, stand up to salt spray; non-toxic, non-flammable. Called "Met-All," available in 4-ounce tube, 2-pound tin. FI-121, Anton Co., 55 Front St., New York 4, N.Y.



INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM
TO THE News Notices
Editor . . . for publication.

Association Is Fined \$5,000 Is Charged with Price Fixing

On July 14, 1959, a Bill of Particulars was filed in the United States District Court, Eastern District of New York: United States of America vs. Long Island Fence Association, Inc., Ned P. Romano, Frank S. Bon Giorno, and George Hald. The bill of particulars charged that "the defendants and co-conspirators (members of the association) have engaged in a continuing agreement and concert of action to do the following:

"To fix and stabilize the retail prices of wood fencing; to maintain uniform and non-competitive retail prices of wood fencing; to impede, obstruct, and otherwise interfere with the procurement of wood fencing by wood fence retailers who do not adopt and maintain the wood fencing prices agreed upon."

Several months ago the defendants in this case pleaded *nolo contendere* (I am not willing to defend). The plea was accepted by the Hon. Matthew T. Abruzzo; the association was fined \$5,000 and each of the individuals \$500.

The Long Island Fence Association was incorporated on Mar. 18, 1957. The bill of particulars sketches out what an association *cannot* do: "In addition to the meetings of the entire association," the bill charges, "a special price committee was formed to secure price information and to make recommendations to the membership. This committee met, secured price information, and made recommendations to the membership. At one or more of the association meetings, the members discussed, adopted, and circulated uniform price lists for specified types and sizes of wood fencing. . . At a meeting held on Feb. 14, 1957, a uniform price list was adopted and mimeographed copies thereof were circulated among those present. . . It is claimed that the defendants and co-conspirators formed a price committee to determine, and by vote of the association membership adopted, uniform prices for wood fencing and distributed and circulated copies of such uniform prices to member and non-member wood fencing dealers in the Long Island area. In furtherance of the conspiracy charged in the indictment, some of the individual defendants attempted to persuade or coerce suppliers to raise their prices to certain wood fencing dealers who had failed or refused to adopt the uniform prices agreed upon by the defendant association and its members."

A Grand Jury indictment had been rendered against the Association and the Messrs. Romano, Bon Giorno, and Hald on May 8, 1959. The indictment stated that "during the period covered by this indictment, the retail dollar value of wood fencing sold in the Long Island area by wood fence retailers exceeded \$2 million."

"Colorweve" not a venetian blind strip

LANDO PRODUCTS, INC. Sausalito, Calif., informs us that it does *not* sell the venetian blind strips which are sometimes used in fencing. Thus, the Guardian Fence Co. could not have purchased venetian blind strips from Lando, as told in a feature story on Guardian in the April 1960 issue of this magazine. The product made and sold by Lando, "Colorweve," was developed specifically for the fence industry. These aluminum strips (inserts) for chain link fencing are made of a special alloy and temper; weather-resistant enamel is fused to the strips through a special baking process. R. E. Harvey, Lando's general sales manager, emphasizes that "Colorweve" decidedly is not a venetian blind strip, but a specialized product for fence dealers.

Ideal Auger announces improvements

AN IMPROVED PORTABLE AUGER is announced by Ideal Auger Co., 126 E. Spruce St., Compton, Calif. Improvements include the new Briggs & Stratton wind up starter, requiring only a few revolutions of the crank, setting the throttle, and touching the release knob; a new safety throttle, and an improved drive and shear design.

Gets patent on latch for gates

GRADY JOHNSON, owner of the Temp-Lock Co., 5550 Linden Ave., Dayton 32, Ohio, recently was granted a U.S. patent on a latch "particularly adapted for use with fence gates and the like." He also has a patent pending on a boltless aluminum tension band; he hopes to have these in production soon.

Flamingo enters wholesale field

FLAMINGO FENCE CO., 6315-34th St., North, Pinellas Park, Fla., is entering the wholesale field, according to its owner, Harry B. Jordan, Jr. It will serve the west coast of Florida from its location just outside St. Petersburg, and will specialize in redwood and cypress construction.

Dubois Opens New Warehouse

A new, completely stocked warehouse was recently opened in centrally located Norwalk, Conn., by Dubois Fence and Garden Co., Inc., for its dealers in that state. Known as Fairfield Reserve Supply Co., located just off Route 7 on Muller Avenue, the new warehouse replaces former facilities offered by Friendly Wood, which have been discontinued.

Dubois, since 1901 a manufacturer of wooden fencing, and whose main office is in Ridgefield, N. J., now pressure treats the framework of the *entire* Dubois line with Pentachlorophenol preservative to guard the wood against decay or termite attack. The company also kiln-dries its pickets, extracting more than 80 percent of the moisture to guard against warping and decay as well as making the wood more firm in holding nails and more able to take paints uniformly.

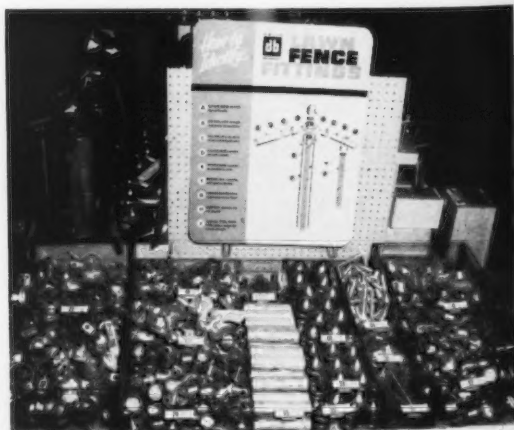
"Profit-builder" kits and complete illustrated catalogs are supplied to each Dubois dealer when he places his first spring order. Each dealer also receives free decals for windows and trucks, metal signs, and "how to" folders. Fifty percent increase in advertisements in the Sunday Garden Sections of both the *New York Times* and *Herald-Tribune* is another 1960 aid to dealers, who pay only a nominal charge for their individual listings, while Dubois pays for the display space. Seventy-five dealers in the Eastern Seaboard area are listed in these ads.

New 40-page catalog for Anchor

ANCHOR POST PRODUCTS INC., 6500 Eastern Ave., Baltimore 24, Md., has issued a new 40-page wholesale catalog, divided into sections on line fence parts, terminal post parts, gate and gate post fittings, gate and gate frames; plus price sheets for galvanized-after-weaving chain link fabric and fence posts. Speaking for the firm's wholesale fence division, Walter L. Pfarr stresses that this is a "complete" catalog of fence parts, available from one source.

Chain link fittings self-service counter now in third year at Sears Farm Store in Cedar Rapids, Iowa.

This counter of fence fittings proved so successful that it is being continued for third consecutive year. Last year this store reported 50 percent increase in chain link sales.



Ideal Auger

**DESIGNED
for Greater
Value!**



WINDUP STARTER
3 HP BRIGGS & STRATTON
4 CYCLE ENGINE

New Planetary Gear Box and
Centrifugal Clutch provides
Smooth, Powerful Operation.

Positive Splined Drive gives
Solid, Slip-proof Trans-
mission.

New Safety Features protect
equipment against damage.

WEIGHS 86 POUNDS

Available
4" - 6" - 8" DRILLS

Only **\$295** Complete

Area Franchises Available

Ideal Auger Co.

126 E. SPRUCE STREET
COMPTON, CALIFORNIA

America's Only 3-WAY FENCE and GATE TOOL



- STRETCHES
- LIFTS
- ALIGNS

\$22.50 LIST

Free Postage on prepaid orders
Chain link, barbed and tension
wire gates and fences are
positioned in taut clamping
alignment. Reduces labor cost.
Wt. 9 lbs.; Lifts, Pulls to 24"
Money back guarantee.

CUSTOM PRODUCTS CORP.

606 Lindley Street • Bridgeport, Conn.

Your Address Changed?

IT IS IMPORTANT

for you to advise our circulation
dept. 30 days prior. Otherwise FI
will not reach you. PO destroys it.

AWARDS ★ PROJECTS ★ PROPOSALS ★

The information appearing in this issue concerning, awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Proj. #P-3028, plans for construction of sanitary system, Pritchard, est., \$1,237,720. W. L. Brantley, chmn, Water Works & Sewer Board.—Proj. #1-CH-28(S), construction at Huntington College, Montgomery, est., \$687,092. C. M. Reeves, Jr., bus. mgr.

ALASKA—Proj. #P-3033, plans for construction at University of Alaska, Fairbanks, est. \$750,000. Ernest N. Patty, pres., P. O. Box 618, College.

ARIZ—Proj. #P-3054, construction water storage tank and rehabilitation of existing water system, Avondale, est. \$125,000. Archie M. Kingsbury, mayor.

ARK—Proj. #PFL-146, construction of natural gas distribution facilities, North Crossett, est., \$188,000. Thos. J. Norsworthy, chmn., Natural Gas Improvement District No. 2 of Ashley, Crossett.

CALIF—Proj. #P-3404, plans for construction of high school, San Jose, est., \$2,667,493. Frank Fiscalini, Supt., 4600 Alum Rock Ave.

—Proj. #P-3413 and 3414, plans for construction of an elementary school and a high school, Orland, est., \$386,717. Charles K. Price, Dist. Supt., Orland Joint Union School, 201 Mill St.—Proj. #P-3395, plans for construction of elementary school, Poway, est., \$786,752. J. W. Bridges, Poway Union School Dist., 21951 Pomerado Rd.—Proj. #P-3412, plans for construction junior college, near Soquel, Santa Cruz County, est., \$6,600,000. Robert E. Swenson, Pres., Cabrillo Joint Union Junior College Dist., 315-3rd St., Watsonville.—Proj. #P-3400, plans for construction of high school, Carmel-By-The-Sea, est., \$1,762,913. Stuart Mitchell, Supt., Carmel.—Award, to Chicago Fence & Equipment Co., Chicago, for construction of freeway fence, cost, \$13,937, by State of California Dept. Public Works.—Bids Requested, May 5, Items 53 and 54, 17,500 lin. ft. chain link fence (Type CL-6) and 34 10 ft. chain link gates, same type, in Los Angeles (VII-LA-173-LA), by California Dept. Public Works, Div. State Highways. Proposals received Rm. 406, 120 S. Spring St., Los Angeles.

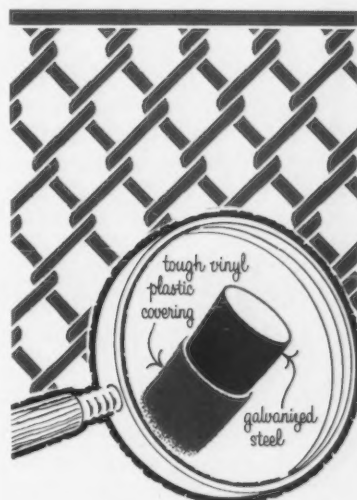
COLO—Proj. #CH-41(D), construction at Colorado College, Colorado Springs, est., \$428,000. Dr. Louis T. Benezet, Pres.—Proj. #5-CH-36(D), construction at Fort Lewis Agricultural & Mechanical College, Durango, est., \$514,000. Charles Dale Rae, Pres.—Proj. #5-P-3014, construction of water supply system, cities of Aurora and Colorado Springs, est. \$3,000,000. John F. Biery, city manager, Colorado Springs.

CONN—Proj. #P-3029, plans for construction of sanitary system, Bethel, est., \$2,943,000. J. Robert Carroll, Bethel Sewer Authority, P. O. Box 168.

MORE—PAGE 22

BEAUTY — LINK

**NEW PLASTIC-COVERED
CHAIN-LINK FENCE**



Sells on Sight!

Because contemporary colours are built-in-for-a-lifetime into the plastic covering. Can't rust, corrode, fade or stain.

Sells on Price!

Because Beautylink is priced to sell for only pennies more than ordinary uncoated galvanized fencing.

Beautylink is made in 11 and 9 gauge sizes, with 2" mesh, knuckled or barbed, in heights of 36" 42" 48" 60" and 72". Colours are these: Sunrise Yellow, Forest Green, Alabaster White, Aqua Blue, Coral Pink and Charcoal. Special colours or smaller mesh supplied on request.

**BE FIRST IN YOUR AREA TO WRITE FOR DETAILS
ON OBTAINING A BEAUTYLINK DEALERSHIP**

Manufactured in Canada by

BEAUTYLINK
FENCE AND WIRE LIMITED

P.O. Box 10, Rexdale, Toronto, Ontario

Telephone: RUssell 3-4221

A wholly-owned subsidiary of Standard Wire & Cable Limited

Hot Dipped Galvanized HIGH CARBON TENSION BARS

Size 3/16" x 5/8"—In lengths ranging from 3 to 16 ft.
Now priced for immediate sales in any quantity.

3 ft. Length . . .	19¢
3½ ft. " . . .	22¢
4 ft. " . . .	24¢
5 ft. " . . .	31¢
6 ft. " . . .	38¢
7 ft. " . . .	44¢
16 ft. " . . .	96¢

OUR NEW
1960
CATALOG
AVAILABLE FREE

• • •
containing every item needed
for the chain link fence erec-
tor — illustrated throughout

— For Prompt Service —

Whitehall 9-2728

Phone Your
Order Collect

QUAID Wholesale Fence Co.

3131 Franklin Ave., New Orleans 22, La.

AWARDS PROJECTS ETC. Cont'd From Pg. 21

FLA—Proj. #CH-25-D, University of Miami, Coral Gables, plans for construction at University's marine laboratory on Virginia Key. Eugene E. Cohen, vice pres.

GA—Proj. #9-CH-24(D), plans for construction at Gordon Military College, Barnesville, est., \$337,000. C. T. B. Harris, Pres.

IDAHO—Award to Pickett & Nelson, Idaho Falls, for highway job which includes 20,850 lin. ft. wire fence, and 32 steel gates, bid, \$11,847, by Idaho Dept. Highways.

ILL—Proj. #CH-99(D), plans for construction at the Illinois Institute of Technology, est., \$1,162,000. R. J. Spaeth, vice pres.—Proj. #CH-92(D), plans for construction at St. Procopius College, Lisle, est., \$700,000. Rev. Valentine Skluzacek, dean.

IND—Proj. #12-CH-48(D), plans for construction at Valparaiso University, Valparaiso, est., \$1,330,000. Dr. O. P. Kretzmann, Pres.

KY—Proj. #P-3029, plans for construction of sanitary facilities, Corbin, est., \$1,030,500.

MD—Proj. #P-3028, plans for construction of storm drainage system, Rockville, est., \$1,606,000. Walter A. Scheiber, city manager.

MASS—Proj. #19-CH-48(D), plans for construction at Dean Academy & Junior College, Franklin, est., \$400,000. William C. Garner, Pres.—Proj. #P-3071, plans for construction of sanitary facilities, East Longmeadow, est., \$547,000. Charles H. Knox, chmn., Bd. of Public Works.—Proj. #P-3068, plans for construction of sanitary system, Shrewsbury, est., \$1,808,150. Richard D. Carney, Town Mgr.—Proj. #P-3065, plans for construction of storm drainage facilities, Swampscott, est., \$202,000. Paul A. Polisson, Supt., Bd. Public Works.

MINN—Proj. #21-CH-27(D), plans for construction at St. Olaf College, Northfield, est., \$1,635,000. A. A. Bye, vice pres.—Proj. #P-3024, plans for construction of storm drainage system, New Hope, est., \$1,498,000. Barton Marshall, mayor.—Proj. #P-3026, plans for construction of sanitary and water system, Newport, est., \$1,250,

000. James W. Doran, 1594 Second Ave. **MISS**—Highway job, contracted by State Highway Dept., includes 22,115 lin. ft. woven wire fence, and 2,160 lin. ft. barbed wire fence. Federal Aid Projs. I-G-091-2(20).

MONT—Proj. #P-3132, plans for alterations and additions to existing high school building, Valier, est., \$398,961. Dean M. Lindahl, Supt. Schools.—Proj. #CH-22(DS), plans for construction at Carroll College, Helena, est., \$1,040,000. Rt. Rev. R. G. Hunthausen, Pres.—Proj. #P-3118, plans for improvements to sanitary system, Superior, est., \$150,000. John Anderson, mayor.—Proj. #P-3129, plans for sanitary system improvements, Three Forks, est., \$50,000. M. A. Hamilton, mayor.—Award, to Robertson & Cave, Inc., Great Falls, bid, \$1,794, for cattle guard and fence, by State Highway Dept.

NEV—Proj. #P-3013, plans for construction of two elementary schools, one high school, and additions to eight other schools, Elko, est., \$1,350,000. Burnell Larsen, Supt., Elko County School Dist., P. O. Box 1012, Elko.

N.J.—Proj. #P-3096, plans for construction of water and sanitary systems, Pine Hill, est., \$1,425,000. John A. Maressa, 201 N. 6th St., Camden.—Urban renewal projects planned in Newark, est., \$4,550,000; Orange, est., \$2,549,077; East Orange, est., \$749,890. In each city: Executive Dir. of Housing Authority.

N.H.—Proj. #P-3025, plans for recreational facilities, Hampton Beach, est. \$156,000. Russell B. Tobey, Dir. Recreation, State House Annex, Concord.

N.MEX.—Proj. #29-CH-14(D), plans for construction at the University of New Mexico, Albuquerque, est., \$925,000. John Perovich, comptroller.—Proj. #CH-16(D), plans for construction at New Mexico Highland University, Las Vegas, est., \$190,000. Col. James E. Conner, comptroller.

N.Y.—Proj. #30-CH-110(S), plans for construction at Brooklyn College, Brooklyn, est., \$1,125,000. Arthur J. Hillary, treasurer.—Proj. #30-CH-111(S), plans for construction at Utica College, Utica, est., \$950,000. Clark Laurie, Bus. Mgr.—Proj. #30-CH-103(D), plans for construction at the Washington Square campus, New York University, New York City, est., \$3,000,000. George F. Baughman, vice Pres.

N.C.—Proj. #P-3021, plans for construction of sanitary facilities, Jamestown, est., \$688,000. T. C. Ragsdale, mayor.

OHIO—Proj. #33-CH-90(D), plans for construction at Antioch College, Yellow Spring, est., \$150,000. Morton A. Rauh, Bus. Mgr.—Proj. #P-3084, plans for construction of storm drainage system, Massillon, est., \$1,101,930. Karl L. Gise, Safety-Service Dir.—Proj. #P-3082, plans for construction of sanitary system, Eaton, est., \$200,000. Glenn G. Moysey, Jr., mayor.—Proj. #P-3085, plans for construction of sanitary system, Sycamore, est., \$384,450. Leon H. Weininger, mayor.

MORE—PAGE 23

COMPLETE SUPPLIES and EQUIPMENT for the RUSTIC FENCE maker

AUGER BITS
PICKET POINTERS
POST AND RAIL PEELERS
POINTING AND DOWEL HEADS
GATE HARDWARE AND FITTINGS

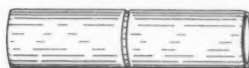
You can depend on Runkles' for
the best products and prompt service.

**W. G. RUNKLES'
MACHINERY COMPANY**

185 Oakland St.

Trenton 8, N. J.

GALVANIZED DE LUXE TOP-RAIL SLEEVES



for 1½" O.D. Pipe . . .
300/sack only 9½¢
for 1¾" O.D. Pipe . . .
200/sack only 14½¢

Top
Quality
•
Prompt
Shipment
•

BELL FENCE CO. (Mfrs.)

120 College

Beaumont, Texas

DISTRIBUTORS WANTED!

For Selling Fastest Line Of
★ FIBERGLASS AWNINGS
★ FIBERGLASS PANELS
Write For Details.

MODERN FIBERGLASS PROD. INC.
12225 Merriman Rd.—Livonia, Mich.
PHONE: KE. 4-9150



MORE PROFITS thru PRESSURE with DUBOIS WOOD FENCE

• NOW—ALL FRAMEWORK PRESSURE-TREATED—

Our new plant (above) means that the entire DUBOIS line of fine wood fence is now pressure-treated with famous PENTA Preservative. Pickets are kiln-dried to prevent shrinking, warping, checking.

• CLOSE-WOVEN and CLEFT GUARANTEED FOR 20 YEARS—

DUBOIS is the only manufacturer to guarantee its fence against both decay damage and termites.

Year-Round supply of complete line assured from Lake City, Fla. plant or regional distribution yards. For qualified dealers: New Profit-Builders kit includes Decals, Metal Signs, Catalogs, Folders.

Limited franchises still available

DUBOIS FENCE and GARDEN CO., INC.
342 Madison Ave., New York 17, N. Y.



DIE CASTED FITTINGS

Made From Virgin Aluminum
Alloyed to Give the Best
Service Known for Fence Fittings

They are light enough to be competitive
and strong enough for hard usage.

Prices and Sample on Request
WE SELL TO JOBBERS ONLY.

PERMANENT CASTING INC.

119 Hendricks St. — PO Box 191 — Hot Springs, Ark.



**WANT
ADS**

— PAYABLE IN ADVANCE —

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

For Sale . . . Ornamental iron and light fabricating business, established 21 years, near Chicago. Well advertised, doing excellent business in Midwest and East. Modern building and equipment. Price \$60,000, less than one year's gross. Write Box MY-60-1.

Manufacturers Agent Wanted . . . now selling to the fence trade and/or wholesale hardware accounts to represent manufacturer of quality line of aluminum fence fittings. Good territories open. Write, Perma Cast Co., 305 West St., Pueblo, Colo.

Business For Sale . . . Due to ill health must abandon Wholesale Distributorship in South Florida. Hi profit, principals only, \$75,000 to handle. Write Box AP-60-1.

Working Partner . . . Needed for successful retail fence business located in Florida. For details write Box AP-60-2.

AWARDS PROJECTS ETC. Cont'd From Pg. 22

OKLA.—Proj. # CH-25(S), plans for construction at Cameron State Agricultural College, Lawton, est., \$250,000. Clarence L. Davis, Pres.

PA.—Proj. # 36-CH-100(D), plans for construction at Susquehanna University, Selinsgrove, est., \$1,263,000. Dr. Gustave W. Weber, Pres.—Proj. # P-3225, plans for construction of elementary school, Seven Valleys Borough, est., \$325,000. Richard D. Gentzler, Joint Board Secretary, 50 N. East St., Spring Grove.—Proj. # PFL-II-36-18, plans for construction of sanitary facilities, Ellport, est., \$540,000. Michael Wilcko, Chmn. of Municipal Authority, Ellwood City.

PUERTO RICO.—Urban renewal projects, Mayaguez, est., \$4,745,400 federal loan and \$2,869,500 capital grant; Guayanilla, est., \$532,400 federal loan and \$383,200 capital grant.

R.I.—Proj. # P-3017, plans for construction of parking facilities, Woonsocket, est., \$601,000. Robert E. Rosa, City Planning Dir., City Hall.

S.C.—Proj. # PFL-III-161, plans for improvements to existing water system, est., \$72,000. D. D. Kennedy, mayor.

S.D.—Proj. # 39-CH-22(D), plans for construction at Southern State Teachers College, Springfield, est., \$465,000. W. W. Ludeman, Pres.

TENN.—Proj. # 40-CH-31(D), plans for construction at Tennessee Polytechnic Institute, Cookeville, est., \$795,000. Everett Derryberry, Pres.—Proj. # PFL-III-40-124, plans for construction of sanitary system, Portland, est., \$472,000. W. T. Hardison, mayor.

TEX.—Proj. # P-3076, plans for construction of dam and water supply reservoir, near Edna, est., \$4,200,000. Arvie S. Elliott, Pres., Jackson County Flood Control Dist., Edna.—Proj.

#41-CH-101, plans for construction at Sul Ross State College, Alpine, est., \$200,000. Dr. Bryan Wildenthal, Pres.

UTAH.—Proj. # P-3012, plans for construction of hospital, Spanish Fork, est., \$631,550. Ray Gull, mayor.—Proj. # 42-CH-14(D), plans for construction at the College of Southern Utah, Cedar City, est., \$285,000. Royden C. Braithwaite, Dir.

VT.—Proj. # CH-13(D), plans for construction at Norwich University, Northfield, est., \$500,000. Ernest W. Harmon, Pres.—Proj. # P-3040, plans for construction of sanitary facilities, Stowe, est., \$198,000. Clement J. Curtis, Chmn., Bd. Trustees.

VA.—Proj. # P-3041, plans for additions to William Ramsey elementary school, Alexandria, est., \$517,000. T. C. Williams, Supt., 418 S. Washington St.

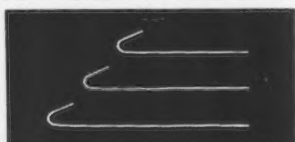
WIS.—Proj. # CH-53(D), plans for construction at Lawrence College, Appleton, est., \$800,000. Harlan S. Kirk, Bus. Mgr.

WYO.—Proj. # P-3005, plans for construction of sanitary system and reconstruction of existing water system, Kaycee, est., \$63,000. John F. Haines, mayor.—Proj. # PFL-62, plans for construction of sanitary system, Evansville, est., \$166,000. Howard F. Hobbs, mayor.

LATE ARRIVALS:

CALIF.—Bids requested, May 4, by State of California Dept. Public Works, items 64-66 IV-SM-68-SSF, F, Mlbr, Burl, SM, call for 1,113 lin. ft freeway fence (type WM); 5,266 lin. ft chain link fence, type CL-6; two 8 ft. chain link gates, type CL-6.—Bids requested, May 5, by same, III-Pla-37-B, item 10 calls for 2,630 lin. ft. chain link fence, type CL-4.—Also May 5, by same, II-Plu-1251, item 20 calls for 858 lin. ft. metal beam bridge railing.

ALUMINUM FENCE TIES



Pkg. No.	Wire Dia. Inch	Application	Shank Length Approx.	Bags per Carton (100 ties per bag)
1	.144	For 1-3/8" O.D. TOPRAIL	5-5/8"	42
2	.144	For 2" O.D. LINE POST	6-1/2"	37
3	.144	For 1-5/8" O.D. TOPRAIL	6-1/4"	38
4	.144	For 2.8# H LINE POST	7-1/4"	34
5	.144	For 2-1/2" O.D. LINE POST	8-1/4"	31
6	.120	For 1-3/8" O.D. TOPRAIL	5-5/8"	63
7	.120	For 2" O.D. LINE POST	6-1/2"	56
8	.120	For 1-5/8" O.D. TOPRAIL	6-1/4"	58
9	.120	For 2.8# H LINE POST	7-1/4"	52
10	.120	For 2-1/2" O.D. LINE POST	8-1/4"	46

Buy strong, clean wire ties from an independent wire manufacturer who is not your competitor. Competitive Quotations.

ALUMINUM and UTILITY WIRE IN COILS



GAUGE	FEET PER COIL	POUNDS PER COIL
6	1470	50
9	2450	50
12	4850	50

Special Sizes Drawn To Your Specifications



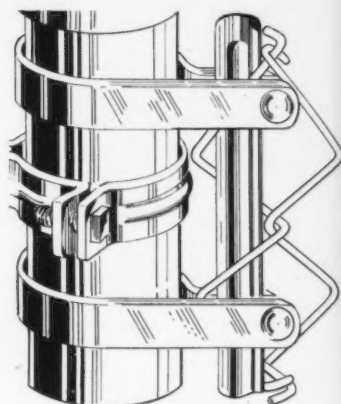
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25-99	2.20
100-999	2.00
1000+	1.80

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No. 245



No. N245



No. 290



No. N290

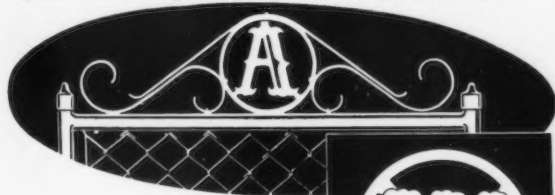


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Built of sturdy 3/16"x3/4" extruded aluminum bar, using regular Dun-Mor Slide-in letters. Complete nameplate gate grille can be made up in minutes in your own shop.



New improved extruded letters used with Dun-Mor Raceways. Letters stand 1-1/2" high over base with full 1/8" thickness.



DUN-MOR Initial GATE GRILLES



Ideal Fence Sales Stimulator!

Easy to assemble. Drop the desired cast aluminum initial into the pre-fabricated scroll and fasten with three small bolts. No special tools needed. 6" diameter initials.

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No. 245	Rounded ends with scrolls	\$4.75
No. N245	Round ends with number raceway	5.20
No. 290	Floired ends with scrolls	4.75
No. N290	Floired ends with number raceway	5.20
No. 240	Initial Gate Grille (6" Initial Extra)	3.25
No. 606	Initial for above Grille	1.20
Letters and Numbers for Nameplate Grilles		.10 ea.

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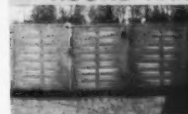
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Rails and Sections are Steel Strapped and Palletized for ease and economy of handling and to insure safe arrival.

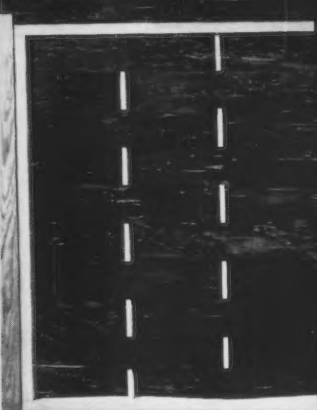
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Horizontal Basketweave



Horizontal Shadow Board



Diamond Panel



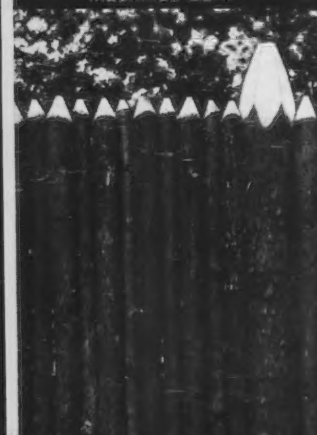
Vertical Louver



▲ Lawn Table ▼ Lattice



Mackinac Bark



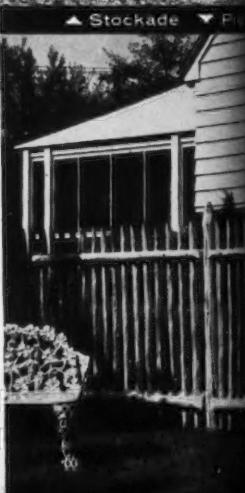
Post & Rail



Crown Top Gate



▲ Stockade ▼ Pick



Vertical Mesh

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